

Message Text

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PAGE 01 WELLIN 00780 042141Z
ACTION EA-09

INFO OCT-01 EUR-12 ISO-00 AID-05 CIAE-00 COME-00 EB-08
FRB-01 INR-07 NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06
SP-02 LAB-04 SIL-01 OMB-01 /076 W
-----051214 028985 /22

R 040329Z MAR 77
FM AMEMBASSY WELLINGTON
TO SECSTATE WASHDC 2799
INFO USMISSION OECD PARIS

UNCLAS WELLINGTON 0780

E.O. 11652: N/A
TAGS: EALR EGEN NZ
SUBJECT: DECEMBER AND FOURTH QUARTER RETAIL SALES

REF: WELLINGTON 0230

1. ACCORDING TO FIGURES RECENTLY COMPILED BY THE DEPARTMENT OF STATISTICS, DECEMBER RETAIL SALES WERE NZ\$562.45 MILLION. AFTER ALLOWING FOR CORRECTIONS FOR SEASONAL CHANGES IN PURCHASING PATTERNS AND FOR DIFFERING NUMBERS OF DRADING DAYS EACH MONTH, THIS REPRESENTS AN INCREASE OF 4.8 PER CENT OVER NOVEMBER 1976 AND 15 PER CENT OVER DECEMBER 1975. (PRIOR TO THE DEVALUATION ON NOVEMBER 30, 1976 OF THE NEW ZEALAND DOLLAR OF SEVEN PER CENT, ONE NEW ZEALAND DOLLAR EQUALLED APPROXIMATELY ONE US DOLLAR. THE EXCHANGE RATE AT THE DATE OF THIS REPORT IS NZ\$1.00 EQUALS US \$0.9658.)

2. THE STORE-TYPE GROUPS SHOWING THE LARGEST INCREASES BY VOLUME BETWEEN DECEMBER 1975 AND DECEMBER 1976 WERE: GROCERY AND DAIRY PRODUCTS (28 PER CENT) AND HOUSEHOLD APPLIANCES, ELECTRICAL GOODS, RADIOS, TV'S ETC. (26.5 PER CENT). SMALLEST INCREASES WERE RECORDED BY FOOTWEAR (11.3 PER CENT) AND APPAREL (7.3 PER CENT).

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3. RETAIL SALES DURING THE QUARTER ENDING 31 DECEMBER 1976 WERE \$NZ1,366.1 MILLION, 14 PER CENT HIGHER THAN DURING THE SAME QUARTER OF 1975. AT CONSTANT PRICES THEY WERE 1.9 PER CENT LOWER THAN THE DECEMBER 1975 QUARTER.

4. ALL STORE TYPES RECORDED A HIGHER TURNOVER IN

CURRENT VALUES THAN IN THE CORRESPONDING QUARTER OF 1975.
THE LARGEST PROPORTIONAL INCREASES WERE SHOWN BY GROCERY
AND DAIRY STORES, (22.5 PER CENT) AND OTHER FOOD STORES
(19.5 PER CENT) WHILE THE SMALLEST INCREASES WERE IN
APPAREL STORES (3.7 PER CENT) AND HOSEHOLD
APPLIANCES, ELECTRICAL GOODS, RADIOS, TV'S ETC (7.4 PER
CENT).
SELDEN

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Message Attributes

Automatic Decaptoning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: DATA, SALES, RETAIL PRICES
Control Number: n/a
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Decapton Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770076-0999
Format: TEL
From: WELLINGTON
Handling Restrictions: n/a
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Original Classification: UNCLASSIFIED
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Review Content Flags:
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Review Release Date: n/a
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Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3200227
Secure: OPEN
Status: NATIVE
Subject: DECEMBER AND FOURTH QUARTER RETAIL SALES
TAGS: EALR, EGEN, NZ
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